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# Message Text

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ACTION CU-06

INFO OCT-01 EA-12 ISO-00 /019 W
----------107582 300435Z /13
P R 300142Z AUG 77
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC 4049
INFO AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
RECEPTION CENTER HONOLULU
RECEPTION CENTER SAN FRANCISCO

UNCLAS MELBOURNE 1884

USDOC FOR USTS - TOLSON; OIM/BIC - SILLOWAY

STATE FOR CU - ROBERT O JONES

TOKYO FOR USTS - SCHMITZ

E O 11652 N A
TAGS BEXP, AS
SUBJ: CARLTON FOOTBALL CLUB - USA VISIT FACILITATIVE ASSISTANCE
REQUEST

REFS A MELBOURNE 1851 B MELBOURNE 1729 C TOKYO 8405
D SCHMITZ - MCKENZIE CONVERSATION MELBOURNE O/A JUNE 1, 1977.

1. FOLLOWING IS CARLTON FOOTBALL CLUB (CFC) ITINERARY FOR
FORTHCOMING VISIT TO U.S.

| DATE | CITY | FLIGHT | ETD | ETA | HOTEL |
|---|---|---|---|---|---|
| 10.6.77 | MEB-HNL | PA812 | 1345 | 0715 | IN TRANSIT |
| 10.6.77 | HNL-SFO | PA842 | 1300 | 2050 | HYATT, UNION SQUAR E |
| 10.12.77 | SFO-LAS | AW935 | 1430 | 1707 | MAXIMS |
| 10.14.77 | LAS-GNC | AW700 | 1130 | 1215 | CAQNYON SQUIRE MOTOR INN |
| 10.15.77 | GNC-LAS | SCENIC AIR CHARTER | 0930 | 1015 | IN TRANSIT |
| 10.15.77 | LAS-LAX | AW263 | 1130 | 1230 | SHERATON WEST TOWN HOUSE |

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10.18.77 LAX-ANAHEIM BY COACH-DISNEYLAND SHERATON ANAHEIM
10.20.77 LAX-HNL PA811 2000 2205 SHERATON SURFRIDER
MOANA
10.25.77 HNL-MEB PA811 2355 1110 PLUS 2 N/A

2. KEITH MCKENZIE, GENERAL MANAGER CFC IN CHARGE OF TOUR. TOUR NOW HAS 82 FIRM PARTICIPANTS. CFC CONFIDENT THIS NUMBER WILL INCREASE TO 100. POST ASSISTING CFC WITH PROMOTIONAL MATERIAL SUCH AS USTS USA WESTCOAST SHELLFOLDERS AND HAS PROVIDED CFC SOCIAL CLUB WITH VIDEO TAPE OF EXCELLENT USTS FILM "THE FAR WEST". TAPE IS BEING SHOWN ON A CONTINUING BASIS ON SOCIAL CLUB OWN CLOSED CIRCUIT TV NETWORK. IN ADDITION LIMITED QUANTITIES OF SELECTED USTS BROCHURES HAVE BEEN PROVIDED TO CFC.

3. REFTEL B PARA 3. THE MCKENZIE/MARSH ADVANCE TRIP AUG 5-18 RESULTED IN CFC ARRIVING AT FIRM ARRANGEMENT WITH 49ERS FOR AN AUSTRALIAN RULES FOOTBALL DEMONSTRATION AT CANDLESTICK PARK PRIOR TO SUNDAY OCT 9 GAME. AGREEMENT ALSO REACHED WITH STANFORD UNIVERSITY FOR DEMONSTRATION GAME DURING SFO STAY. MCKENZIE/MARSH ALSO VISITED HOTELS WHERE GROUP WILL STAY. HOTELS ARE SHOWING GREAT INTEREST AND COOPERATION AND HAVE PROMISED TO HAVE SUITABLE WELCOME BANNERS DISPLAYED ON CFC'S ARRIVAL.

4. ASSISTANCE REQUESTED FOR CFC: (A) POST REQUESTS YOUR ASSISTANCE THRU AREA TOURIST AUTHORITIES OR OTHER RESPONSIBLE ORGANIZATIONS WITH ARRANGING OF CFC AUSTRALIAN RULES FOOTBALL
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EXHIIBITION GAMES WITH UCLA AND/OR UNIVERSITY OF CALIFORNIA. MCKENZIE WAS NOT RPT NOT ABLE TO ARRANGE GAME WITH LA RAMS BECAUSE OF RAMS PROGRAM SCHEDULE. CFC GROUP WILL VISIT RAMS TRAINING CAMP.
(B) REQUEST YOUR ASSISTANCE WITH ARRANGING EXHIBITION GAME AT UNIVERSITY OF HAWAII DURING ANNUAL "HOMECOMING GAME". MARSH HAS HAD CONTACT WITH MR TED LIVINGSTONE, PROMOTIONS MANAGER, UNIVERSITY OF HAWAII AND MR AL KEAHI, MEMBER OF THE BOARD, UNIVERSITY OF HAWAII AND DIRECTOR OF SALES, SURFRIDER HOTEL MOANA. HOWEVER NO AGREEMENT HAS AS YET BEEN REACHED. LES KEITER, SPORTS DIRECTOR, CHANNEL 2 TV HAWAII HAS SHOWN INTEREST IN AUSTRALIAN RULES FOOTBALL FILMS AND WILL PUBLICIZE CFC HAWAII VISIT ON CHANNEL 2 PROGRAM. CFC WILL SUPPLY KEITER WITH APPROPRIATE FILMS.

5. ASSISTANCE REQUESTED FOR TV PRODUCTION CREW:
(A) APART FROM WELL KNOWN TOURIST ATTRACTIONS SUCH AS CABLE CARS, FISHERMANS'S WHARF, GOLDEN GATE, CASIONS, FILM STUDIOS, DISNEYLAND ETC, POST WOULD APPRECIATE IF TV CREW COULD BE EXPOSED TO LESSER KNOWN BUT EQUALLY ATTRACTIVE ACTIVITIES AND/OR SIGHTS TO AFFORD POTENTIAL VISITORS THE WIDEST CHOICE OF PASSIVE AND/OR PARTICIPATORY ACTIVITY POSSIBLE.

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EXAMPLES COULD BE: A RIDE ON BART, SAILING ON SAN FRANCISCO BAY,
LAS VEGAS ATTRACTIONS OTHER THAN CASINOS, TRAIL RIDING
CALIFORNIA STYLE, A VISIT TO A MAJOR "CARAVAN" PARK WITH A
LOOK AT THE TYPES OF CARAVANS, CAMPERVANS AND MOBILE HOMES USED
IN THE U.S. FOR HOLIDAY TRIPS.
(B) REFTEL (A) PARA 4. SPORTS SEGMENTS. REQUEST YOUR ASSISTANCE
WITH ARRANGEMENTS FOR INTERVIEWS AND FILMING OF FACILITIES FOR
PLAYERS AS WELL AS SPECTATORS, OF FOLLOWING SPORTS: AMERICAN
FOOTBALL, TENNIS, GOLF, HORSERACING, SOCCER, SWIMMING, AUTO RACING,
SURFING AND OTHER SPORTS AS REQUIRED.
(C) REQUEST HOTEL INDUSTRY ASSISTANCE WITH F.O.C. OR REDUCED RATE
ACCOMMODATION FOR TV PRODUCTION CREW ONLY.

6. REFTEL (A) (B) (C) (D). BENEFITS.
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(A) THE CFC VISIT TO US IS A PILOT PROJECT. IF THIS TOUR IS
SUCCESSFUL WE CAN LOOK FORWARD TO OTHER FOOTBALL CLUBS FOLLOWING
PRIOR TO MARCH 1978. THERER ARE INDICATIONS THAT FOUR OTHER CLUBS
ARE CONSIDERING U.S. VISITS. HENCE SUCCESS OF CFC VISIT WILL INFLUENC
E
THEIR DECISIONS.
(B) THE VICTORIAN FOOTBALL LEAGUE (VFL), THE RULING BODY OF AUSTRALIA
N
RULES FOOTBALL, IS CONSIDERING A PLAN WHERE EACH YEAR THE SEASON'S
CHAMPIONSHIP TEAM TOGETHER WITH A COMPOSITE TEAM WOULD BE AWARDED AN
END-OF-SEASON TRIP TO THE U.S. AGAIN THE RESULTS OF THE CFC U.S.
VISIT WILL PLAY AN IMPORTANT PART IN THE DECISION MAKING PROCESS.
(C) THE INCLUSION OF A T.V. PRODUCTION CREW WHO WILL BE ABLE TO
INTERVIEW AND FILM AUSTRALIANS ON HOLIDAY IN THE U.S. WILL HAVE
A MUCH GREATER IMPACT ON THE TV AUDIENCE THAN A STRAIGHT
TV TRAVEL PROMOTION DOCUMENTARY.
(D) FOR HAWAII ONLY. IN VIEW OF FORTHCOMING 1978 HAWAII
BI-CENTENARY CELEBRATIONS AND HAWAII STATE GOVT AND
VICTORIAN STATE GOVT PROPOSED COMBINED CAPTAIN COOK
CELEBRATIONS ACTIVITIES, CFC VISIT TO HAWAII MAY BE GOOD OPPORTUNITY
TO ASSIST WITH PUBLICITY AND PROMOTION THIS EVENT BOTH IN HAWAII
AND VICTORIA. POST HAS DISCUSSED THIS SUGGESTION WITH MCKENZIE
OF CFC WHO WILL BE PLEASED TO ASSIST WHERE POSSIBLE DURING CFC STAY
IN HAWAII. FYI: GOVERNOR OF HAWAII ARIYOSHI HAS ASSIGNED BICENCENNTIA
L
MATTERS TO: MR HIDETO KONO, DIRECTOR, HAWAII STATE DEPARTMENT
OF PLANNING AND ECONOMIC DEVELOPMENT.

7. POST APPRECIATES YOUR EARLY REPLY VIA CABLE ON ACTIONS
REQUESTED.
BRAND

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NNN

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# Message Attributes

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